GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:5837
ANSWERED ON:17.05.2007
TOURIST ARRIVAL IN JAMMU AND KASHMIR
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Will the Minister of TOURISM be pleased to state:

(a) whether Jammu and Kashmir, touted as 'Switzerland of the East' is witnessing a drop of about 40% in the number of tourist visiting Srinagar as compared to last year;

(b) if so, the details thereof and the loss of foreign exchange suffered on this account;

(c) to what extent lack of attractive tourist packages have been responsible apart from fragile security situation prevailing in J&K; and

(d) the steps taken by the Government to attract the tourists both (domestic as well as foreign) to J&K?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) and (b): The total number of tourist visits, domestic and foreign taken together, to Srinagar during January-April 2007 has decreased by 39% as compared to the corresponding period of 2006. While the number of domestic tourist visits has decreased, that of foreign tourist visits has increased. The figures are given below:-

Period	Domestic	Foreign	Total
January-April 2006	118644	6128	124772
January-April- 2007	68745	7361	76106
% Change	(-)42.1	+20.1	(-)39.0

In view of the 20% growth in foreign tourist visits to Srinagar during January- April 2007 in comparison to the figures for the corresponding period of the year 2006, possible loss of foreign exchange is not expected.

(c): Attractive tourist packages are offered by the private sector and the Jammu & Kashmir Tourism Development Corporation (JKTDC). Lack of such packages is not perceived as the reason for decline in number of tourists.

(d): The Department of Tourism, Govt. of Jammu & Kashmir is undertaking a number of activities to motivate tourists to visit the State, which include:

$ Participation in various travel marts and organization of Road Shows in different cities across India

$ Participation as Partner State in SATTE 2007 held in New Delhi from 19th- 22nd April, 2007

$ Participation in the following International Marts-
- World Trade Mart London: 6-9 November, 2006
- ITB, Berlin: 9-12 March , 2007
- Arabian Travel Mart Dubai: 1-4 May, 2007
- Bahrain International Travel Expo: 7-10 May, 2007

$ Undertaking publicity campaigns through electronic and print media (both National and International)

$ Earmarking of 50 tourist villages in the State under Rural Tourism Scheme of Govt. of India for development

$ Creation of Infrastructures of the following places under Major Destination Development Scheme of Government of India:-
- Gateway of Kashmir(Qazigund)
- Eid-gal (Srinagar)
- Hassan Villa (Srinagar)
- Mattan and Kheer Bhawani Shrine (Kashmir)
- Mubarak Mandi Akhnoor, Shiv Khori (Jammu)

$ Creation of tourism facilities at a number of other places with funding from the State Plan and the 12th Finance Commission Awards

$ Setting up of Golf Course at Sidhra- Jammu, Pahalgam, Gulmarg in Kashmir under Centrally sponsored scheme

$ Promotion of Paragliding, Skating and Trekking in the State.